

IN THE ABSTRACT

In a developing device including a plurality of developing sections each including a developer carrier that causes a developer deposited thereon to form a magnet brush and contact an image carrier, the developer carrier including: a rotatable nonmagnetic sleeve; and a stationary magnet roller accommodated in the sleeve and including a magnetic pole for scooping up the developer to the sleeve, a magnetic pole for conveying the developer deposited on the sleeve, and a main magnetic pole for causing the developer to rise on the sleeve in a form of the magnet brush. The plurality of developing sections include at least one developing section in which a flux density of the main magnetic pole in a normal direction has an attenuation ratio of 40% or above and at least one developing section in which said flux density has an attenuation ratio of 30% or below.